

WHAT IS CLAIMED IS:

- 1 1. A method for use in a cable television network to provide
2 public, educational and governmental (PEG) programming pursuant to an agreement
3 with a local franchising authority for a local area, the method comprising:
4 providing a PEG channel in a channel lineup for the local area in
5 accordance with the local franchising authority agreement;
6 providing backdrop programming on the PEG channel, the backdrop
7 programming being general local interest programming provided by the cable
8 television network;
9 determining an availability of locally produced PEG programming;
10 and
11 when locally produced PEG programming is available and intended
12 for local broadcast, preempting the backdrop programming and providing the locally
13 produced PEG programming on the PEG channel thereby providing locally
14 produced PEG programming against a backdrop of general local interest
15 programming provided by the cable television network.

- 1 2. The method of claim 1 wherein the locally produced PEG
2 programming is created via local public access to the cable television network.

- 1 3. The method of claim 1 wherein the locally produced PEG
2 programming is created via educational access to the cable television network.

- 1 4. The method of claim 1 wherein the locally produced PEG
2 programming is created via local governmental access to the cable television
3 network.

- 1 5. The method of claim 1 wherein the cable television network
2 encompasses a plurality of local areas, wherein (PEG) programming is provided on
3 a PEG channel to a local area pursuant to an agreement with a corresponding local
4 franchising authority, and wherein the same general local interest programming is
5 provided on the PEG channels for multiple local areas.

1 6. The method of claim 1 wherein the cable television network
2 includes a video on demand (VOD) platform, the VOD platform including a library
3 of locally produced PEG programming, the method further comprising:
4 providing locally produced PEG programming on demand with the
5 VOD platform.

1 7. The method of claim 1 wherein the cable television network
2 includes a high speed data (HSD) platform, the HSD platform including a library of
3 locally produced PEG programming, the method further comprising:
4 providing locally produced PEG programming on demand with the
5 HSD platform.

1 8. A method for use in a cable television network to provide
2 public, educational and governmental (PEG) programming pursuant to agreements
3 with local franchising authorities for local areas, the method comprising:
4 providing a PEG channel in the channel lineup for each local area as
5 required by the corresponding local franchising authority agreement;
6 providing backdrop programming on each PEG channel, the backdrop
7 programming being general local interest programming provided by the cable
8 television network;
9 for each local area having a PEG channel, determining an availability
10 of locally produced PEG programming; and
11 when locally produced PEG programming is available and intended
12 for local broadcast in a particular local area having a PEG channel, preempting the
13 backdrop programming and providing the locally produced PEG programming on
14 the PEG channel in the particular local area thereby providing locally produced PEG
15 programming against a backdrop of general local interest programming provided by
16 the cable television network.

1 9. The method of claim 8 wherein the locally produced PEG
2 programming is created via local public access to the cable television network.

1 10. The method of claim 8 wherein the locally produced PEG
2 programming is created via educational access to the cable television network.

1 11. The method of claim 8 wherein the locally produced PEG
2 programming is created via local governmental access to the cable television
3 network.

1 12. The method of claim 8 wherein the same general local interest
2 programming is provided on the PEG channels for multiple local areas.

1 13. The method of claim 8 wherein the cable television network
2 includes a video on demand (VOD) platform, the VOD platform including a library
3 of locally produced PEG programming, the method further comprising:
4 providing locally produced PEG programming on demand with the
5 VOD platform.

1 14. The method of claim 8 wherein the cable television network
2 includes a high speed data (HSD) platform, the HSD platform including a library of
3 locally produced PEG programming, the method further comprising:
4 providing locally produced PEG programming on demand with the
5 HSD platform.